



# THE FAS LETTER

AROUND THE WORLD WITH THE AGRICULTURAL ATTACHE SERVICE

January 1971

## GORDON O. FRASER HEADS OECD AG ATTACHE OFFICE

Gordon O. Fraser is the new attache in the OECD office in Paris, replacing former Attache Ken Ogren. Ken is serving these days on the staff of the President's Commission on International Trade and Investment Policy.

Gordon, who comes from Moro, Oregon, is an old hand where international trade is concerned. He was assistant administrator in charge of market development for FAS from 1956-58, and since that time has held several important posts with international organizations. He served as executive vice president of the American Machine and Foundry Company of New York and Geneva from 1958-63, and was vice president of the international group of the P. Lorillard Company of New York from 1963-66. More recently, he was president and chief executive officer of Theo H. Davies & Company Far East Ltd. of Manila and a business consultant for Crosby M. Kelly Associates, Ltd. of New York.

Earlier in his career, Attache Fraser served as secretary of the International Wheat Council in London (1952-56) and was U.S. representative to the Council in 1949-50. He was chief of the Food and Agriculture Division of the U.S. High Commission to Germany from 1949 to 1952, and was associated with food and agriculture operations in the Department of the Army, Washington, from 1946-49.

He has a B.S. degree in agricultural economics from Oregon State College, Corvallis, and an M.S. degree in the same subject from Purdue University, West Lafayette, Indiana.

Gordon and his wife, Gwendoline, were scheduled to arrive in Paris on January 9.

Retired Attache Paul Minneman filled in ably as a pinch-hitter in the Paris OECD office for several weeks, pending Gordon's arrival.



**ARRIVAL IN YUGOSLAVIA...** Secretary of Agriculture Clifford M. Hardin and his team began their European trade mission in Bucharest. Next stop was Belgrade, where Attache Frank Ehman welcomed the Secretary.

## SECRETARY HARDIN HEADS EUROPEAN TRADE MISSION

Last month, agricultural attaches in seven European countries welcomed a 10-man trade policy team headed by Secretary of Agriculture Clifford M. Hardin. The group spent 15 busy days exchanging views with government officials in a total of eight countries, for the purpose of furthering economic and trade cooperation and strengthening trade ties with Europe.

In Western Europe, the group's discussions centered on trade relationships with the Economic Community and the effects of a possible expansion of the EC. Topics of special interest in Eastern Europe were emerging trade relationships and agricultural production in general.

Accompanying Secretary Hardin were representatives of the Departments of State, Commerce, and Agriculture. Team members included Assistant Secretary of Agriculture Clarence D. Palmby, Deputy Assistant Secretary of Commerce Lawrence A. Fox, and two members of the President's Commission on International Trade and Investment Policy. They were Max Myers of South Dakota and William Pearce of Minnesota. Other members were FAS Deputy Administrator Howard Worthington; John Ray of

*(Continued on page 2)*









## EUROPEAN TRADE MISSION

(Continued from page 1)

the Department of State's European Bureau; Michael Calingaert, Chief of the Food Policy Division, Department of State; Donald Brock, special assistant to Secretary Hardin; and J. Don Looper, FAS information director.

U.S. Embassies and local government officials arranged a series of mutually valuable conferences for the team, including meetings with top level officials in all the countries visited. Active in working out the details for these sessions were Attaches Frank Ehman, Belgrade; Berk Beukenkamp, Rome; Tom Street, Paris; George Parks, Bonn; Brice Meeker, The Hague; Ernest Koenig and Harold Koeller, Brussels; and Dave Hume in London. Arrangements in Bucharest were handled by Lee McCarthy, economic/commercial officer of the Embassy.

At the close of the trip, Secretary Hardin expressed U.S. appreciation for the friendliness with which the group was received and for the frankness which characterized the discussions. He added that he had been quite explicit in calling attention to trade developments that the team felt might be harmful to future trading relationships.

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Assistant Attache Gene Gourley arrived in FAS/W in mid-December for consultation and home leave. The Gourleys celebrated the holidays with relatives in the Des Moines, Iowa area, and are scheduled to be back in Tokyo in mid-February. Gene will make the return trip via Europe, in order to discuss in-store promotion activities with several attaches in that area.



**AT A MEETING IN GERMANY . . .** In Bonn, these gentlemen took time out from a busy schedule long enough for the cameraman to snap this picture. From left to right: Attache George Parks, Assistant Secretary of Agriculture Palmby, U.S. Ambassador Kenneth Rush, and Secretary of Agriculture Hardin.

## LOUIS G. DAVIS JOINS FAS MANAGEMENT STAFF

Louis G. Davis joined the FAS/W staff on December 13 as deputy assistant administrator for management.

Mr. Davis has had broad experience in management and administrative work since receiving his B.A. degree (cum laude) from the University of Minnesota in 1959. From 1960-67 he served as an administrative intern and personnel management specialist for the Internal Revenue Service, and from 1967-68 was a task force member of the U.S. Civil Service Commission's Bureau of Executive Manpower. He went to the Department of Transportation in 1968 as a special assistant to the Deputy Assistant Secretary in the Office of the Assistant Secretary for International Affairs, and became director of the management staff of this office in March of 1969.

Mr. Davis did graduate study at the University of Minnesota in 1959-60, and at American and George Washington Universities in Washington in 1960-62.

He is married and has three young sons.

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George Wanamaker, chief of the foreign competition branch of the Fats and Oils Division, FAS/W, was U.S. representative at an FAO meeting held in Rome in early December. Following the FAO sessions, George traveled to Belgrade, Bucharest, Sofia, Moscow, and Brussels to discuss import and export matters. He was assisted in Belgrade by Attache Frank Ehman, and in Brussels conferred with Attache Ernest Koenig of the USEC office.

**AN INFORMAL MOMENT . . .** Typical of the frequent informal chats that took place between members of Secretary Hardin's trade mission and officials in the host countries is this scene in Belgrade. Assistant Secretary of Agriculture Clarence D. Palmby (right) and Dr. Petar Tomic, Yugoslav Assistant Secretary of Foreign Trade, have found a comfortable spot at an evening reception where they can get acquainted and exchange views.



## GORDON LOVELESS ENDS LONG GOVERNMENT CAREER

Upon his return from a five-year tour of duty in New Zealand, Attache Gordon Loveless joined the ranks of FAS retirees last month. Gordon retired with over 25 years of government service to his credit.

Gordon's attache career has included assignments in Rabat (1959-65) and Baghdad (1955-59). Before joining FAS, he was active in the work of several national cooperative groups and served for 11 years as a county agent with the Vermont Extension Service. He also operated a farm at East Montpelier, Vermont.

Attache Loveless was born in Agincourt, Ontario, Canada. He holds a B.S. degree from the Ontario Agricultural College, Toronto University, and an M.S. degree from the University of Vermont.

The Loveless's spent the holidays in Connecticut with their daughter and family before following the compass south to their retirement base in Largo, Florida.



## ASSIGNMENT IN CARACAS FOR DONALD M. NELSON

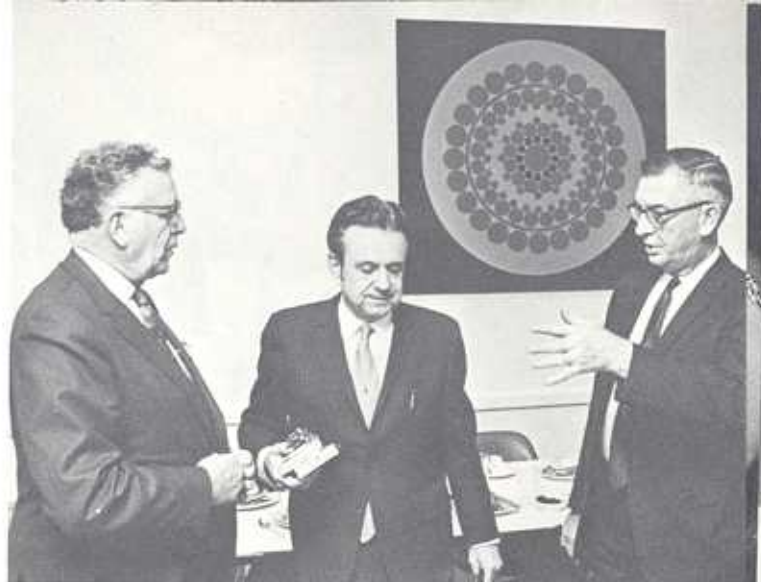
Donald M. Nelson, Jr. will be reporting for duty the latter part of this month as assistant agricultural attache in Caracas.

Don is a Nebraskan by birth, but has lived in Georgia for the greater part of his life. He received a B.A. degree in business administration and economics from Georgia Southern College in 1962, and did graduate work in marketing at the University of Georgia in 1963. He holds an M.B.A. degree in international business (cum laude) from the American University, Washington (1969).

Don was a commodity analyst for the Tariff Commission from 1963-66, and in 1966-67 served as a member of the U.S. delegation at the international tariff negotiations in Geneva (GATT). He joined FAS in 1968 as an international economist in the Operations Analysis Division, International Trade.

Don and Mary have two youngsters—Jean, age 5, and Donald III, who is 2 years old.

**AT THE SIAL SHOW...** FAS Trade Fair Manager Bob Francis (right) and Ag Attache Tom Street (at Bob's left) greet visitors at the 1970 SIAL International Food Show in Paris. The gentleman being welcomed by Bob is French Minister of Agriculture Jacques Duhamel. Ninety-eight American food companies joined in making the U.S. "Kitchen of the Future" exhibit an attractive showcase of U.S. food products. Buyers from the 400 store Monoprix and Bonmarche shopping chains in France were among those who visited the display.



"NOW LET ME SAY THIS..." Attache Gordon Loveless (left) listens attentively as Assistant Administrator Horace Davis offers some words of wisdom at the pre-Christmas retirement luncheon held in Gordon's honor. Area Officer Dale Farringer, center, is also a reflective listener as he awaits his turn to hand over some intriguing gift packages to Retiree Loveless.

When Attache Guy Haviland and Ag Assistant Damian Miranda attended the Agricultural Fair in Cuenca, about 300 miles south of Quito, in early November, Guy had the privilege of presenting the silver tray which was awarded to the grand champion dairy bull at the show. Near Guayaquil, he and Damian visited a sugar mill and a plantation of about 48,000 acres which operates under a management agreement with a Hawaiian firm. They found about 25,000 acres of the plantation under irrigation. Returning to Quito through the major rice, cocoa, and banana producing areas of Ecuador, Guy says that it is quite an experience to see nothing but bananas for a period of two or three hours.







**POLO ON AN INTERNATIONAL SCALE . . .** The winners of the 1970 Polo Tournament in Canberra are obviously pleased to receive this handsome trophy, the Argentine Ambassador's Cup. In the picture from left to right: Captain John Gorman, grazier, Taliesen Station; John Nicholas, grazier, Charnwood Station; His Excellency Jaime Gomez-Erazuriz, Ambassador for Argentina; U.S. Agricultural Attache Fred Lege III; and Alan Nelson, barrister.



## ED GORMAN RETIRES

Ed Gorman, well known both at home and abroad, begins 1971 in a new role—that of a consultant in his broad professional field. Ed retired from FAS last month after a USDA career of 32 years.

A native of Alexandria, Virginia, Ed joined USDA in 1929, doing research for what is now the Agricultural Research Service. An officer in the U.S. Navy during World War II, he became manager in 1946 of perishable transportation research for a West Coast firm, working with fruit and vegetable marketers, federal and state agencies, and railroads.

Ed came to FAS in 1956 as a fruit and vegetable division marketing specialist. In 1958 he went to The Hague as assistant agricultural attache and fruit and vegetable specialist for Western Europe, assisting ag attaches in that area.

Since his return to the International Trade Fair Division in 1961, Ed has been in charge of in-store promotion activities, and has also served as liaison with the U.S. food and agricultural trade exhibiting at U.S.

events abroad. In 1958, he was associate director for the U.S. Pavilion at the International Trade Fair in Osaka, Japan, and that same year made the first USDA survey of the Hong Kong market for fruit and vegetable products. He was associate director of FAS's first major solo food trade fair in Hamburg, Germany (1960), and supervised FAS's first processed food show in Frankfurt, Germany, in 1964.

During his years with ARS, Ed made an historic contribution to the fruit and vegetable industry when he developed a major improvement of forced air circulation in refrigerator cars, greatly reducing spoilage and transit costs. This is covered by public service patents.

Ed is author of numerous studies on foreign and domestic transportation and marketing of perishables.

The Gormans are beginning the new year visiting friends and relatives in Florida and California. Early this month, Ed had the honor of being a special guest at the Supermarket Institute's midwinter executive seminar at Bar Harbor, Florida.



**MEETING IN MOROCCO . . .** When Secretary Jennie Keeler (left) made a trip to the U.S. to attend her daughter Patty's wedding in Connecticut, she enjoyed a brief visit with Secretary Rose Rich of Rabat on her way back to Lagos. Jennie has now completed her Lagos assignment, and reports for duty this month in the USEC office in Brussels.



## ALMOST 28 YEARS OF FAS SERVICE FOR AREA OFFICER AFIF TANNOUS

Area Officer Afif Tannous cleared his desk in the South Building for the last time on January 8, bringing to a close 27 years and 11 months of FAS service. However, he is already looking forward to being involved in new undertakings in the field of research and writing on the Middle East.

Afif was born in Lebanon and received his B.A. degree (with honors) from the American University in Beirut in 1929. After two years of administrative work with the Government of Sudan, he returned to his alma mater to teach social science for six years. In 1937 he came to the U.S. on a teaching fellowship at St. Lawrence University, Canton, New York, earning an M.A. degree in social science. Two years later, he received his Ph.D. from Cornell, where he was a teaching assistant.

After teaching social science at the University of Minnesota for three years, Dr. Tannous joined OFAR (now FAS) in early 1943 and in December of that year became a U.S. citizen. He has served this agency ever since, carrying out a number of important assignments—and bringing to each one enthusiasm and energy and a strong sense of devotion to the federal service ideal.

Area Officer Tannous went to the Near East in 1951 to assist in organizing the Point IV program, first as deputy regional director, then as deputy director and acting director of the U.S. Operations Mission in Lebanon. He also helped to set up the expanded Point IV program in Egypt. He returned to FAS/W in 1954 to become chief of the agency's Near East and Africa Branch, serving at the same time as coordinator of USDA's services to ICA (AID). In 1961, he became area officer for the attache service in charge of the Near East and Africa area.

During his FAS career, Dr. Tannous has been detailed on a number of occasions to serve on mission assignments abroad, including the USDA Agricultural Mission to the Middle East; the FAO Agricultural Mission to Greece; and the U.N. Economic Survey Mission for the Middle East.

Dr. Tannous is a member of several professional societies, and has written many articles and reports, dealing principally with rural life and the social and



**TOPIC: FOOD...** Attache and Mrs. Dave Hume of London (at left) present an assortment of U.S. foods to Mr. and Mrs. Peter Walker during the Birmingham Trade Fair. Mr. Walker is Minister of Housing and Local Government for the United Kingdom. Onlookers are the Lord Mayor of Birmingham (extreme right) and FAS Trade Fair Manager Billie Tovell (next to Mrs. Hume). We don't know just what that bag contains—but our surmise is that Attache Hume is telling the Walkers all about the joys of sampling and appraising culinary creations both old and new.

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economic structure of the Near East. He has lectured extensively at educational institutions and special conferences both at home and abroad.

Area Officer Tannous speaks with warm affection of his "attache families"—and says that the friendships he has made through the years have been one of the greatest joys of his years of service. In turn, his many friends are holding him to his promise to keep their names in his address book—and have emphasized that they hope he'll make regular use of that book!

**MARKETING MEETING IN TAIWAN...** Taipei was one of the stops on a market development trip made to the Far East in November by Assistant Secretary of Agriculture Palmby, EMS General Sales Manager Clifford Pulvermacher, and FAS Grain and Feed Director Dick Bell. Attache Norm Pettipaw arranged for the team to visit with the industry sponsored Taiwan Wheat Products Promotion Council assembled in this picture. From left to right are: K. H. Lu, assistant director of the Wheat Associates' Taipei office; C. S. Chen, managing supervisor of the Taiwan Flour Millers Association and managing director of the Shin Sheng Flour Mill; K. Y. Hu, assistant executive secretary of the Council; T. L. Wu, president of the Taiwan Flour Millers Association and president of the Ta Chia Flour Mill; George Wood, director of the Wheat Associates' Taipei office; Sales Manager Pulvermacher of EMS; Y. S. Miao, president of the Lien Flour Mill; FAS Grain and Feed Director Bell; Assistant Secretary Palmby; and Attache Pettipaw.



# ROAMING AROUND

**Hoedoro S. Wiriodiriono** is the new program assistant in the office of Attache **Jerry Kuhl** of Djakarta.

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Mrs. **Jessie Hidalgo**, secretary in Attache **Garth Thorburn's** office in Bogota, spent the Christmas and New Year holidays in Panama, where she visited a nephew who is an Army Sergeant stationed at Fort Gulick. He and his family have been living in the Canal Zone for almost two years, so it was a happy reunion.

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**Anne Gerrard** resigned in early December from her clerk-steno position in Attache **Dave Hume's** London headquarters.

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Attache and Mrs. **Elmer Hallowell** of Tokyo were with their daughter in Nevada for the holiday season.

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Ag Specialist **Khun Sommai Panyathorn** resigned from the Bangkok office in late December.

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The 1970 holiday season was an especially happy time for Secretary **Vi Sullivan**, back from Manila on home leave. Vi had the fun of celebrating Thanksgiving, Christmas, and New Year's with her family in Milwaukee, Wisconsin.

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Attache **Bill Horbaly** and family have returned to Beirut after home leave and consultation, including Christmas festivities in Ohio.

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Condolences go to Assistant Attache **Dale Douglas** of Madrid, who was called home to Idaho in mid-December because of his father's death. Mr. Douglas has been ill for some time.

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Secretary **Eulalie Kraft** of Rio de Janeiro was on home leave in Arkansas during December. She'll be returning to FAS/W for assignment the end of this month.

Home leave ends for Secretary **Nancy Fellows** this month, when she returns to Djakarta. Nancy enjoyed Christmas with her family in the Boston area (Swampscott, to be exact).

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After a stay in Ohio, **Lynne Svec** and the three Svec boys—including new arrival **Daniel Linwood**—rejoined Assistant Attache **Bob Svec** in time for a family Christmas in Moscow.

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December was family reunion season for Attache **Alan Trick's** scattered family. Al and Jan journeyed from Warsaw to Switzerland in mid-December to meet their three offspring for the Christmas and New Year holidays. One young Trick arrived from Rome, while the other two winged their way in from Houston and Boston to complete the family circle.

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Ag Attache **Dudley Williams** of Rabat, whose assignment includes Tunisia and Libya as well as Morocco, was on official travel in these two countries during a ten-day period in November.

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Assistant Attache **Roger Neetz** didn't quite make it to Bonn in time for a German Christmas, as was reported in the December *Letter*. His departure was delayed until the latter part of last month, so he was on hand instead for the new year.

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Assistant Attache **Gordon Lloyd** of Buenos Aires has returned to FAS/W for home leave and reassignment. He and his wife, **Virginia**, with young **David** and **Liza Beth**, are presently in Nebraska. They're scheduled to return to Washington the latter part of this month.

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Mexico has a new canine champion from the U.S., according to the international grapevine. "Maddy", the beagle hound who is part of the menage of Assistant Attache **Jim Starkey** and his wife **Sandy**, ambled off with the "best beagle puppy" award at Mexico City's International Dog Show.



Secretary **Mary Ellen Hazucha** of Attache **Bob McConnell's** office in Santo Domingo, was bubbling over with enthusiasm when she stopped in Washington to say Merry Christmas to her FAS/W friends before going to Morgantown, West Virginia for a family holiday celebration. In addition to two weeks in Morgantown, Mary Ellen's leave plans included three days in Florida and a couple of days in New York.

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**Lorna Taylor**, secretary in Attache **Bill Davis's** office in Nairobi, covered a lot of territory during her recent annual leave. She and her husband, **John**, along with daughter **Sharon**, vacationed in the U.K., Montreal, and Columbus, Ohio. Lorna reports that the Taylors had a fascinating time.

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**Jennie Keeler**, who has been serving as secretary in the office of Ag Attache **Al Gilbert** of Lagos for the past two years, spent Thanksgiving and Christmas in Connecticut and was in El Centro, California in time to welcome in the new year. Jennie reports this month for duty in the Brussels office of Agricultural Attache **Ernest Koenig** (USEC).

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#### PAUL QUINTUS ON TDY IN NEW MIATCO OFFICE

Retiree **Paul Quintus** is active once more in the field of agricultural marketing, having accepted an invitation to serve as FAS regional representative in the joint office operation with the Mid-America International Agri-Trade Council (MIATCO) in Chicago until a long-term FAS representative is designated to fill this new post.

Agricultural Commissioners from eight of the 12 MIATCO states were introduced to Paul by Assistant Administrator **Ken Krogh** at a meeting in that city on December 1.

Pinch-hitter **Quintus** needs no introduction, having retired from FAS in 1969 with a record of 32 years Government service. He was deputy assistant administrator for commodity programs from 1949-56 and served as agricultural attache in Paris from 1962-68.

**ANGLERS' LUCK...** During a two-week field trip through Mexico's West Coast cotton area, Ag Economist **Vernon Harness** of the Cotton Division (left) and Assistant Attache **Jim Starkey III** (right) took advantage of a weekend to spend a busy Sunday at Mazatlan. Their prowess as fishermen is quite evident in this picture. The sailfish that Jim landed was an 85-pounder, and Vernon's catch weighed in at a hefty 100 pounds.

Izaak Walton would be proud of you, fellows!



**JUST OFF THE PLANE...** Attache **Clancy Jean** of Seoul welcomes TDY secretary **Mildred Peitz** at Kimpo Airport upon her arrival in November.

Christmas plans for Attache **Bill Davis** and family of Nairobi did not include a "white Christmas" atmosphere of snow and icicles. The Davis's went to Lake Rudolf... where the temperature hits 120 degrees Fahrenheit.







**HAPPY HOMECOMING...** Homecomings are always memorable, and home leave in 1970 was an especially happy time for two attache families. When Attache Byron Montgomery returned from Costa Rica this summer for reassignment in FAS/W, he and Catherine and the five little Montgomerys went to Utah for a real family gathering. Bryon and his sister, Patty Vining, got together with their three sisters and brother and families for the first time in 16 years at the home of Grandpa and Grandma Montgomery in North Ogden. Pat is the wife of Attache Dale Vining, who is stationed in Malaysia. The Vinings have also served in Spain, while the Montgomerys were in Venezuela prior to their Costa Rica assignment.

Grown-up children and the young set kept things humming at a lively rate during their two-weeks' stay on the farm. Wall-to-wall sleeping bags took care of bed-making problems, and there were lots of willing hands in the kitchen. Asked about meal-time management, one masculine houseguest had only one comment to make: "A real riot!"

The most important event during this family get-together was the celebration of Dad Montgomery's 75th birthday, when the clan assembled for this group picture. FAS'ers in the photo are as follows:

Front row (l. to r.): (2) Dale Ellen Vining; (5) Gordon Montgomery; (6) Melissa Montgomery; (7) Elizabeth Montgomery; and (8) Scott Montgomery.

Second row: (5) Kimberly Jo Vining, first grandchild of Dale and Pat Vining and Mr. and Mrs. Montgomery's first great-grandchild.

Third row (l. to r.): (1) Mrs. Susan Vining; (2) Mrs. Pat Vining; (6) Mrs. Catherine Montgomery.

Back row (l. to r.): (1) Terry Vining; (2) Dale Vining; (6) Jeffrey Montgomery; and (7) Byron Montgomery.

The only grandchild missing was Kelly, Dale's oldest son, who was honeymooning when this picture was made.



Attache Jack McDonald of Rio de Janeiro and Program Specialist Gregorio Ballian made an 11-day trip of 3,000 miles through the States of Rio Grande do Sul, Santa Catarina, Parana, and Sao Paulo during the wheat harvest season, and looked at other grains during their travel. One stop of particular interest was at a ranch near Vacaria, which has a foundation herd of U.S. Santa Gertrudis cattle. At Lages, they spent the night at the 7,000-acre *Estancia do Pinheiro*, where beef and sheep are raised for meat. Founded in 1665 by a Spanish family, this ranch is owned by the ninth direct descendant of the founder.

## THE FAS LETTER



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